

# Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0642 Expiration Date: 3/31/2023)

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## TITLE OF INFORMATION COLLECTION:

Voice of the Customer (VOC) Surveys for NCI’s Cancer.gov and other NCI content

## PURPOSE:

The National Cancer Institute (NCI) Office of Communications & Public Liaison (OCPL) manages a portfolio of public-facing websites, including [www.cancer.gov](http://www.cancer.gov) and [www.cancer.gov/español](http://www.cancer.gov/español). In addition, the NCI DOCs manage content on their digital sites when they are not part of Cancer.gov (e.g., CBIIT public facing internet site, which is not on the Cancer.gov platform).

To optimize content, navigation, and functionality of its digital engagement channels, the NCI collects customer feedback through the use of surveys and digital analytics, including Voice of the Customer (VoC) tools. The core idea of VoC is to capture a customer’s expectations, preferences, and aversions. By understanding the customer’s “voice”, an organization is better equipped to meet expectations and respond to changing user preferences. VoC data helps bolster the analytics data we already collect by providing richer qualitative context that answer the questions of HOW and WHY people are using our site. This information will be used to better service delivery across all users.

## DESCRIPTION OF RESPONDENTS:

Users of cancer.gov website, DOC websites, or content/programs of NCI.

## TYPE OF COLLECTION: (Check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group                  |
| <input type="checkbox"/> Focus Group                                   | <input type="checkbox"/> Other: _____                            |

## CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Nina Goodman

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ ] Yes [x] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ ] Yes [ ] No
3. If Applicable, has a System or Records Notice been published? [ ] Yes [ ] No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [x] No

Amount: \_\_\_\_\_

Explanation for incentive: (include number of visits, etc.)

**ESTIMATED BURDEN HOURS and COSTS**

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals	30,000	1	3/60	1,500
<b>Totals</b>		<b>30,000</b>		<b>1,500</b>

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals	1,500	\$25.72	\$38,580.00
<b>Total</b>			<b>\$38,580.00</b>

\*Source of the mean Hourly Wage Rate is provided by the Bureau of Labor Statistics, Occupation, title "All-Occupations" 00-0000, [https://www.bls.gov/oes/current/oes\\_nat.htm#00-0000](https://www.bls.gov/oes/current/oes_nat.htm#00-0000).

**FEDERAL COST:** The estimated annual cost to the Federal government is \$19,962.10

Staff	Grade/Step	Salary**	% of Effort	Fringe (if applicable)	Total Cost to Gov't
<b>Federal Oversight</b>					
Public Health Advisor	14/8	\$149,621	10%		\$14,962.10
<b>Contractor Cost</b>					\$5,000.00
Travel					
Other Cost					
<b>Total</b>					<b>\$19,962.10</b>

\*\*The salary in the table above is cited from: <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/20Tables/html/DCB.aspx>

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
 Yes  No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Potential respondents will be individuals using NCI digital information, such as Cancer.gov or visiting a specific NCI DOC site (e.g., CBIIT website). Respondents will self-select if they would like to fill out a survey offered to them when visiting NCI.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
 Web-based or other forms of Social Media (web-based survey)  
 Telephone  
 In-person  
 Mail  
 Survey Form (web-based survey)  
 Chart Abstraction  
 Other, Explain

2. Will interviewers, facilitators, or research coordinators be used?  Yes  No

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**